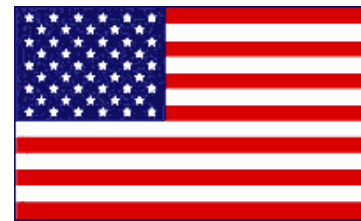




PORTLAND VA MEDICAL CENTER

*Portland, Oregon Division
Vancouver, Washington Division
Community Based Outpatient Clinics
Salem, OR Bend, OR
Camp Rilea (Warrenton, OR)*



NOTICE OF VACANCY

1. <u>Announcement Number</u> MP-10-0159-ML	2. <u>Title, Series, Grade, Salary</u> Communication Specialist (20257) GS-1001-11 \$60,520 to \$78,674 per annum (Based on full-time employment)	3. <u>Tour of Duty</u> 8am to 4:30pm M-F	4. <u>Duty Station</u> Technology Information Management Service Portland Division
5. <u>Type & Number of Vacancies</u> Permanent 1 Full-time Position	6. <u>Contact</u> Human Resources Assistant 503-273-5236	7. <u>Opening Date</u> 6/3/2010	8. <u>Closing Date</u> 06/16/2010

WHO MAY APPLY TO THIS ANNOUNCEMENT:

- Career or career conditional employees, Veteran's Canteen Service and permanent Title 38 employees and permanent Title 38 Hybrid employees of the Portland VA Medical Center eligible under the interchange Agreement.
- Career or career conditional employees and permanent Title 38 employees of other VA facilities.
- Applicants with competitive status outside the VA i.e., those with transfer or reinstatement eligibility.
- VEOA (Veterans Employment Opportunities Act) Veterans who are preference eligible or who have been separated from the armed forces under honorable conditions after 3 or more years of continuous active service.
- Schedule A special hiring authority covers applicants with mental and physical disabilities. In order to be considered under this special hiring authority applicants need to provide proof of disability and job readiness certification. The proof of disability and job readiness certification can be provided by the following: 1) a statement or letter on a physician's/medical professional's letterhead; 2) statement, record or letter from a Federal Government agency that issues or provides disability benefits; 3) statement, record or letter from a State Vocational Rehabilitation Agency counselor; or 4) certification from a private Vocational Rehabilitation or other Counselor that issues or provides disability benefits. More information regarding this special hiring authority can be found at www.opm.gov/disability/aboutus.asp
- **Noncompetitive Appointment of Certain Military Spouses**
 - Spouses of armed forces members who are involved in a Permanent Change of Station (PCS): You must include a copy of the service member's PCS Orders authorizing the spouse to accompany the service member and proof of marriage to the service member.
 - Spouses of armed forces members who retired or were released from active duty with a 100% disability: You must include proof that service member was released or discharged from active duty due to a service-connected disability, documentation of 100% disability, and proof of marriage to the service member.
 - Un-remarried widows or widowers of armed forces members killed while on active duty: You must include proof of service member's death while on active duty and proof of marriage to the service member.

Employees covered under the provision of the inter-agency Career Transition Plan (ICTAP) and Career Transition Assistance Plan (CTAP) (displaced VA Employees) eligibles will be given priority consideration for vacancies within the **local commuting area** for which they are well qualified. Applicants requesting this consideration must attach appropriate proof of the ICTAP eligibility with their application. Well qualified is defined as an applicant, without any further training, can perform the major duties of the position which include establishing and managing communications that identify target audiences in support of the MHV program. Manages, administers and provides leadership for the facility by creating deployment plans; developing budgets and spending plans; formulating contracts or grants; and planning, scheduling and coordinating work operations to ensure the success of the program. Identifies problems and applying analytical techniques for the purpose of resolving issues. Develops multi-media campaign materials; researches and writes articles, news releases and briefs for inclusion in publications and for release to other media.

MAJOR DUTIES:

The MyHealtheVet (MHV) Change Agent Coordinator leads the facility's efforts to integrate MHV and Secure Messaging (SM) among healthcare providers and patients. Serves as SM liaison and administrator to VISN and National MHV teams. This position is responsible for establishing and managing communications plans that identify target audiences, appropriate messages, activities, and resources needed for effective communication, and effective

(Continued on next page)

communications plan for change management, incorporate multiple channels to manage expectations and disseminate project progress. Responsible for supporting and guiding facility VHA public affairs officers and stakeholders about MHV. Oversees MHV's online presence and web content and leads innovations to keep facilities MHV on the cutting-edge. Ensures accountability via written communication as it relates to MHV as each of these communication skills contributes importantly to the way VHA communicates with Veterans, Congress, our dedicated volunteers, the public and employees. Establishes and manages the training plans and design and perform needs assessments within the project relative to functional and training needs and project effectiveness. Works with EES to coordinate personnel and resources to evaluate the educational needs of Veterans and employees to develop MHV educational and training programs/classes. Based on the national MHV Program, develops and updates a facility-specific MHV implementation plan that includes developing a mission/vision statement, establishing a local team, leading team efforts, identifying local providers as champions, and developing MHV roles and responsibilities. Establishes, develops, and implements local MHV-related goals, strategies to meet goals, identifies responsible parties, tracks progress, including monitoring goals/activity status, and reports status/progress to medical center management. Formulates a marketing strategy from research, reports, products and organizational data. Designs, conducts and evaluates innovative means to advertise and market products of the MHV and Social Media Program. This includes creative writing and direct communication with all levels of personnel internal and external to the VAMC/HCS. Analyzes participation trends, customer markets, needs of the consumer and advises the VAMC/HCS leadership team on concerns and trends. Recommends specific approaches for managing special issues and findings. Represents the VAMC/HCS at forums, conferences, and meetings. Delivers presentations to all levels of the VAMC/HCS, service organizations, and veterans, family members and caregivers. Presentations are designed to inform the audience about MHV Program, MHV products, MHV capabilities, and health care issues. Develops multimedia campaign materials (e.g., printed articles, brochures, videos) to enlighten target population. Researches and writes articles, news releases and briefs for inclusion in publications and for release to other media. Uses the world wide web to maximize outreach efforts. Conducts required coordination and obtains clearances as required for release of information. Applies advertising and marketing techniques to material produced to include color dynamics, reading grade level, graphics and design, journalistic writing, etc. Maintains liaison with VISN and national MHV teams and coordinators to ensure correct, current and accurate portrayal of information is provided to meet objectives. The incumbent consults with representatives of academia and industry on marketing and advertising trends and application techniques. Analyzes functional clinical and business process changes or impact to clinical guidelines in terms of policies, procedures, and user behaviors. Works with senior functional subject matter experts to identify and manage significant changes in the way employees will integrate My HealtheVet in the fabric of VA care and the Patient-Centered Medical Home. Evaluates the impact on the clinical and business workflow and processes. Engages clinical, business, and operational staff through analysis and recommendations focused on the fact that programs are not just new business practice techniques and strategies. Provides leadership involving workgroup transition issues. Evaluates and makes recommendations for effective facility changes. Manages multiple projects by planning and organizing activities for secure messaging, social media, and all other MHV projects. Proposes, develops, and implements strategic plans and objectives for the enhancement, maintenance, and future advancement of operations for the MHV program. Manages, administers, and provides leadership for the facility by creating facility deployment plans; developing budgets and spending plans; formulating contracts or grants; and planning, scheduling and coordinating work operations to ensure the success of the MHV program. Manages multi-disciplinary teams comprised of professional, technical and support personnel to coordinate clinical and business functions for the MHV program. Leads cross-functional teams to provide program metrics, quality improvement, operational planning, and strategic planning. Develops implements, maintains, and documents MHV internal and control policies and procedures. Analyzes new or amended legislation, and develops policy covering programs, activities, or functions for which the facility has responsibility. Collects, develops, implements, and documents data to assist management with MHV operational decisions. Identifies problems and applying analytical techniques for the purpose of resolving issues. Negotiates conflicting demands and manages multiple projects with tight deadlines. Serves as the facility liaison to the MHV National Program Management Office and National Help Desk. Utilizes interpersonal communication skills to deal with Veterans who are difficult, hostile, or distressed, working with co-workers, supervisors, and high level management, and negotiating.

THIS POSITION IS IN THE BARGAINING UNIT

QUALIFICATION REQUIREMENTS:

Eligibility: U.S. Office of Personnel Management Qualification Standards Handbook for GS-1001 series applies and may be reviewed in the Human Resources Management Service office. Regulatory requirements such as "time-in-grade" and "time after competitive appointment" are applicable.

Specialized Experience: **GS-11:** One (1) year that equipped the applicant with the particular knowledge, skills and abilities to perform successfully the duties of the position, and that is typically in or related to the position to be filled. To be creditable, specialized experience must have been equivalent to at least the GS-9 level.

Substitution of Education for Experience: Master's or equivalent graduate degree or 2 full years of progressively higher level graduate education leading to such a degree. If using education as a substitute for experience, please submit a copy of your college transcripts with application packet.

The preferred candidate will possess a BS/BA degree in Journalism, Communications or other fields related to the position.

BASIS OF RATING: (Knowledge, Skills, Abilities (KSAs))

On a separate sheet of paper, provide a written, detailed response to each of the KSAs. Failure to respond to the rating factors may result in your application receiving a less than desirable rating.

1. Knowledge and understanding of the full range of principles, concepts and techniques of marketing, advertising and salesmanship and the ability to transform these requirements into a working, viable program.
2. Describe your skills in organizing and communicating ideas and thoughts effectively through written correspondence and oral presentations. Provide examples where you wrote for audiences of varying backgrounds and interests, write under pressure of a deadline and exercise sound and independent judgment.
3. Knowledge of the World Wide Web as a marketing vehicle. Skill in editing web pages and creating links and using social networking technology.
4. Knowledge of and skill in automated data processing applications, e.g., desktop publishing, graphics, etc. to be able to design, establish and operate in the operation of state-of-the-art personal computer and control.
5. Skill in audio-visual techniques to assist in preparation of radio, television, slide show, speech materials or other methods of communication.
6. Knowledge of a wide range of concepts and practices relating to the basic process of administration, the Principles and standards of management and the techniques of organization, direction, coordination and control.
7. Skill, knowledge and ability to analyze a variety of research reports, studies, fact sheets and other documents and translate from analytical to commonly understood language.

CONDITIONS OF EMPLOYMENT:

- Although the duty station is shown in this announcement, it may be necessary to utilize the selected person's services at a different location within the Portland VA Medical Center commuting area if conditions require it in the future
- Eligible employees may be non-competitively reassigned to fill this position as an exception to merit promotion.
- Under Executive Order 11935, only United States citizens and nationals (residents of American Samoa and Swains Island) may compete for civil service jobs. Agencies are permitted to hire noncitizens only in very limited circumstances where there are no qualified citizens available for the position.
- A security clearance and a favorable suitability determination are required. Misconduct in prior employment, criminal, dishonest or disgraceful conduct, habitual use of intoxicating beverages, abuse of narcotics, drugs or other controlled substances, or reasonable doubt of loyalty to the United States are examples of reasons an offer of employment may be denied.
- This agency provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for any part of the application and hiring process, please notify the agency. The decision on granting reasonable accommodation will be on a case-by-case basis
- The United States Government does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, marital status, disability, age, membership in an employee organization, or other non-merit factor.
- It is the policy of the Department of Veterans Affairs that all Federal wage and salary payments are paid to employees by Direct Deposit/Electronic Funds Transfer (DD/EFT).

HOW TO APPLY:**Portland VAMC Permanent Employees must submit:**

1. [VAF 4078, Application for Promotion or Reassignment](#)
2. [VAF 4676a, Employee Supplemental Qualifications Statement](#) (due 6/23/2010)
3. [VAF 4667b, Supervisory Appraisal of Employee for Promotion](#) is optional, but recommended (due 6/23/2010)
4. OF-612, Resume and/or MPQ – Merit Promotion Questionnaire is optional but recommended if you have qualifications pertaining to the position applied for but are not in your OPF.

Other VA Permanent Employees must submit:

1. [OF 612, Optional Application for Federal Employment](#) (attach additional sheets of paper if needed for additional job experience (in same format as application)), or Resume. (Please refer to [OF-510, Applying for a Federal Job](#) on the USA jobs website (<http://www.usajobs.opm.gov/>) for information on how to apply with a resume instead of OF-612
2. [VAF 4676a, Employee Supplemental Qualifications Statement](#)
3. [VAF 4667b, Supervisory Appraisal of Employee for Promotion](#) is optional but recommended.
4. [OF-306, Declaration for Federal Employment](#) (January 2001 version or later).
5. Latest SF-50, Notification of Personnel Action
6. Latest performance appraisal

Non VA Applicants must submit:

1. [OF 612, Optional Application for Federal Employment](#) (attach additional sheets of paper if needed for additional job experience (in same format as application)), or Resume. (Please refer to [OF-510, Applying for a Federal](#)

<http://www.usajobs.opm.gov/>) for information on how to apply with a resume instead of OF-612

2. [OF-306, Declaration for Federal Employment](#) (January 2001 version or later).
3. Veterans Preference:
 - a. DD-214, Military Discharge Paper (copy must display the required data which includes awards/medals/badges, dates and character of service) (For 5 Point Veteran's Preference).
 - b. [SF-15, Application for 10-point Veteran Preference](#) (December 2004 version or later)
 - c. VA letter or DOD documentation of service-connected disability rating dated 1991 or later.
4. SF-50, Notification of Personnel Action (if applying as a current or former federal employee).
5. Narrative statement relating to all of the KSAs. Candidates **must** submit a narrative statement on a separate page(s) with specific responses to all of the knowledge, skills, and abilities (KSAs) in this announcement. Failure to submit your narrative response to all of the KSAs will result in the applicant not being referred for the position.
6. A copy of your college transcripts (Optional unless education is required).
7. ITCAP Applicants: Submit proof by including a copy of the agency notice, most recent Performance Rating and most recent SF-50 indicating current position, grade, level, and duty station.

All application packets must be received in Human Resources by Close of Business (COB) on 6/16/2010 (except as noted above). Application forms may be obtained in Human Resources Office or on our internal website. <http://vaww.portland.med.va.gov/Departments/CFO/HR/>

Applications may be mailed to:

Portland VA Medical Center, P4HRMS

Attn: MP-10-0159-ML

PO Box 1034

Portland, OR 97207

Or brought in person to:

Portland VA Medical Center

3710 SW US Veterans Hospital Rd

Building 16, Room 300

Portland OR 97239

APPLICANT'S PLEASE NOTE:

- Education must be accredited by an accrediting institution recognized by the U.S. Department of Education in order for it to be credited towards qualifications (particularly positions with a positive education requirement.). Therefore, applicants must report only attendance and/or degrees from schools accredited by accrediting institutions recognized by the U.S. Department of Education.
- Applicants can verify accreditation at the following website: <http://www.ed.gov/admins/finaid/accred/index.html>. All education claimed by applicants will be verified by the appointing agency accordingly.

IMPORTANT NOTICE ABOUT APPLICANT'S RESPONSIBILITY:

- It is the applicant's responsibility to submit documentation to support his/her application for this position. Applicant is responsible for ensuring that all experience, formal training, award recognition, etc. are documented in the application package. Experience may include voluntary or other non-paid experience in the appropriate field. If you feel that your training record contains information pertinent to your qualifications, then you must submit a printed copy of your training record with your application package. Your training record will become part of the specific vacancy file and will not be filed in Official Personnel Folder. Human Resources Management Division will not photocopy any application material; applicants are responsible for making photocopies prior to submitting applications.
- **It is the responsibility of the applicant to ensure timely receipt of the application, regardless of the method used for submission. The VA assumes no responsibility for the late delivery of applications (i.e. postal service delays). The Portland VA Medical Center will not accept FAX, or emailed applications or applications in a US government envelope.**